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1.   (Currently amended) A method for prescribing personal data preferences comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) accessing a personal data preferences program executed by the computer through use of ~~an~~ the electronic consumer device that enables a consumer to create a personal privacy profile by choosing, selecting, and then assigning opt in or opt out privacy options to one or more specific, distinct, and different types of personal data collected and maintained by the business including but not limited to the data types of history of purchases from the business by the consumer, demographic data, amount purchased, frequency of purchase, coupon used, payment method used, time of day, week, and year purchased, for the purpose of identifying and limiting the discrete types of data the business is authorized, by the customer's choice of opt in, to collect, use, and disseminate in accordance with the personal privacy profile data type options selected as opt in by the customer;

c) recording consumer selection of the privacy options via the consumer device by the computer;

d) coding selected privacy options by the computer;

e) downloading coded privacy options to the consumer device by the computer;

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f) transferring the coded privacy options to a consumer

storage medium <u>separate from the consumer device</u> by the

computer;

g) reading the coded privacy options from the consumer

storage medium by a transaction computer during a transaction

between the consumer and the business; and

h) limiting the collection, use, and dissemination of the

personal data by the transaction computer in accordance with

the coded privacy options.

2.   (Previously presented) The method of claim 1, wherein

step a) includes coupling the consumer device to the computer

via an electronic network.

3.   (Original) The method of claim 2, wherein the electronic

network is the Internet.

4.   (Previously presented) The method of claim 1, wherein

step d) includes coding the selected privacy options into a

barcode.

5.   (Previously presented) The method of claim 1, wherein

step d) includes coding the selected privacy options into a

magnetic strip readable format.

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6. (Previously presented) The method of claim 1, wherein step f) includes transferring the coded privacy options to a magnetic strip on a card.

7. (Previously presented) The method of claim 1, wherein step f) includes transferring the coded privacy options to a key flock.

8. (Original) The method of claim 1, wherein the consumer device is one of a personal computer, a personal digital assistance, and a cell phone.

9. (Currently amended) A method of encoding personal data preferences of a consumer for use during a purchase transaction comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) accessing a personal data preferences program executed by the computer through use of an the electronic consumer device that enables a consumer to create a personal privacy profile by choosing, selecting, and then assigning opt in or opt out privacy options to one or more specific, distinct, and different types of personal data collected and maintained by

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the business including but not limited to the data types of
history of purchases from the business by the consumer,
demographic data, amount purchased, frequency of purchase,
coupon used, for the purpose of identifying and limiting the
discrete types of data the business is authorized, by the
customer's choice of opt in, to collect, use, and disseminate
in accordance with the personal privacy profile data type
options selected as opt in by the customer;

c) permitting the consumer to select the privacy options
via the consumer device by the computer;

d) encoding selected privacy options by the computer; and

e) downloading encoded selected privacy options to the
consumer device by the computer for later downloading to a
consumer storage medium separate from the consumer device;

(f) reading the coded privacy options from the consumer
storage medium by a transaction computer during the purchase
transaction to limit the collection, use, and dissemination of
the personal data by the transaction computer in accordance
with the encoded selected privacy options.

10.   (Original) The method of claim 9, wherein the consumer
device comprises one of a personal computer, a personal
digital assistant, and a cell phone.

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11.   (Previously presented) The method of claim 9, further

comprising the steps of:

f) transferring downloaded encoded selected privacy

options onto a code storage device, the code storage device

being readable by the transaction computer during a purchase

transaction; and

g) reading the downloaded encoded privacy options from

the consumer storage medium by the transaction computer during

the purchase transaction.

12.   (Original) The method of claim 11, wherein the code

storage device comprises one of a key flock, access card, and

a barcode.

13.   (Previously presented) The method of claim 9, wherein

step d) includes:

encoding the selected privacy options into a barcode

format.

14.   (Previously presented) The method of claim 9, wherein

step d) includes:

encoding the selected privacy options into a magnetic

strip readable format.

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15.   (Previously presented) The method of claim 9, wherein step a) includes coupling the consumer device to the computer via a network.

16.   (Original) The method of claim 15, wherein the network comprises the Internet.

17.   (Currently amended) A system for prescribing personal data preferences comprising:

   a processing unit;

   a network interface in communication with the processing unit and operable to be coupled to a computer of a business via an electronic network; and

   memory in communication with said processing unit and containing a plurality of instructions which, when executed by the processing unit, enable (a) an electronic consumer device to connect to the computer to access a personal data preferences program of the computer via the electronic network, the personal data preferences program being operable to enable a consumer to create a personal privacy profile by choosing, selecting, and then assigning opt in or opt out privacy options to one or more distinct, and different types of personal data collected and maintained by a the business including but not limited to history of purchases by the

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consumer, demographic data, amount purchased, frequency of
purchase, coupon used, payment method used, time of day, week,
and year purchased, for the purposed of identifying and
limiting the discrete types of data the business is
authorized, by the customer's choice of opt in, to collect,
use, and disseminate in accordance with the personal privacy
profile data type options selected as opt in by the customer;
(b) allow a consumer via the consumer device to select the
privacy options; (c) convert selected privacy options into a
personal data model; (d) code the personal data model in a
format readable by a retail terminal <u>of the business</u> during a
purchase transaction to limit the collection, use, and
dissemination of the personal data by the retail terminal; and
(e) transmit a coded personal data model to the consumer
device, wherein the consumer device is operable to transfer a
received coded personal data model onto a personal data
preferences storage medium of the consumer <u>which separate from
the consumer device and which is read by the retail terminal
during the purchase transation</u>.

18. (Original) The system of claim 17, wherein said consumer
device is one of a personal computer, a cell phone, and
personal digital assistant.

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19. (Original) The system of claim 17, wherein the coded personal data model is encoded into a barcode format.

20. (Original) The system of claim 17, wherein the coded personal data model is encoded into a magnetic strip format.